

# *Advertising: Characteristics of effective ads*

- On two levels: **satisfy consumers' objectives** by engaging them and delivering a relevant message. And the ads must achieve **the advertiser's objectives**,
- A customer may watch an advert for **entertainment value** or **satisfy her curiosity**,

## **The advertiser's objectives**

- **gain their attention**,
- **change purchasing behaviour**,
- An advert should also create a **sense of humor**,
- Humor will satisfy the viewer's **curiosity** and **need for entertainment**.

# Effective Advertiser

**Ying Liu**



## Effective Advertiser:

**Effective Advertising** United States. Small Business Administration,1965      **Case Histories of Successful Advertising** Printers' Ink,2008-05-30 Examples of successful advertising tests and campaigns Includes such topics as Markets Advertising Moving from Regional to National New Product Introduction Industrial Advertising and more      *The Advertiser's ABC of Official Scales & Charges and Advertisement Press Directory* ,1900      **About Advertising and Printing** Nathaniel Clark Fowler,1889      **Musical Observer** ,1925      Measuring Advertising Effectiveness William D. Wells,1997 First Published in 1997 Routledge is an imprint of Taylor Francis an informa company      *Real Fantasies* Patricia Johnston,2023-11-15 During the 1920s and 1930s Edward Steichen was the most successful photographer in the advertising industry Although much has been said about Steichen s fine art photography his commercial work which appeared regularly in Vanity Fair Vogue Ladies Home Journal and almost every other popular magazine published in the United States has not received the attention it deserves At a time when photography was just beginning to replace drawings as the favored medium for advertising Steichen helped transform the producers of such products as Welch s grape juice and Jergens lotion from small family businesses to national household names In this book Patricia Johnston uses Steichen s work as a case study of the history of advertising and the American economy between the wars She traces the development of Steichen s work from an early naturalistic style through increasingly calculated attempts to construct consumer fantasies By the 1930s alluring images of romance and class developed in collaboration with agency staff and packaged in overtly manipulative and persuasive photographs became Steichen s stock in trade He was most frequently chosen by agencies for products targeted toward women his images depicted vivacious singles earnest new mothers and other stereotypically female life stages that reveal a great deal about the industry s perceptions of and pitches to this particular audience Johnston presents an intriguing inside view of advertising agencies drawing on an array of internal documents to reconstruct the team process that involved clients art directors account executives copywriters and photographers Her book is a telling chronicle of the role of mass media imagery in reflecting shaping and challenging social values in American culture During the 1920s and 1930s Edward Steichen was the most successful photographer in the advertising industry Although much has been said about Steichen s fine art photography his commercial work which appeared regularly in Vanity Fair Vogue Ladies Ho      **Willing's Press Guide and Advertisers' Directory and Handbook** ,1891      *Profitable Advertising* ,1892      **The British Printer** ,1891      *The Fra* Elbert Hubbard,Felix Shay,1911      **Deacon's newspaper handbooks and advertisers' guide** Deacon Samuel and co,1894      **Mahin's Magazine** ,1902      Bankers Magazine ,1908      **Advertising and Progress** Edward Sidney Hole,John Hart,1914      *Geyer's Stationer* ,1918      **Advertiser's Weekly** ,1928      **The Psychology of Advertising** Walter Dill Scott,1916      *Editor & Publisher* ,1925 The fourth estate      **Agricultural Advertising** Elmer E. Critchfield,Marco Morrow,Richard S. Thain,1912

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